
“In Their Own Words” Child Passenger Safety TV Spot

“In Their Own Words”

VIDEO: Different belted kids talking about seat belts/car seats

GRAPHIC: Why should you wear your seat belt?

VOICEOVER: Why should you wear your seat belt?

KID 1: Because the car could crash.

KID 2: You'll fly out the windshield.

KID 3: You will go to the hospital.

KID 4: If you don't wear your seat belt you will get a ticket.

GRAPHIC: How much does a ticket cost?

VOICEOVER: How much does a ticket cost?

KID 5: Tickets cost....umm.

KID 6: 500 dollars.

KID 7: 10 billion dollars.

KID 8: No, around 300, 400 price range.

GRAPHIC: Well enough to break the piggy bank.

KID 7: Seat belts are cool.

BABY: Waa aah

SUBTITLE FOR BABY: Buckle Up!

GRAPHIC: www.buckleupkids.state.mn.us

KID VOICEOVER: I've worn a seat belt all my life.